

The Nightingale-Bamford School
Institutional Advancement



Annual Fund Class Agent Job Description

Annual Fund Class Agent

Class Agents play a vital role in helping Nightingale reach its dollar and participation goals each year. Together with the Advancement Office, Class Agents will encourage fellow class parents to participate in the annual fund, impacting the success of our efforts through personal outreach.

Key Responsibilities of the Annual Fund Class Agent:

- *Make your gift first!* Demonstrate personal commitment to the annual fund by making a gift or pledge that is most significant to you and your family prior to soliciting others.
- *Educate yourself and others* on the impact and importance of the annual fund.
- *Be an ambassador* for the annual fund. Share the reasons why you give and why the annual fund is so important to the Nightingale-Bamford School.
- *Reach out to your assigned donors* following the first solicitation (sent by Advancement). Share your reasons for supporting Nightingale, and ask them to join you by making a gift or pledge.
- *Thank your assigned donors* for their gift. A self-addressed and stamped notecard will be provided to you for each of your donors.
- *Communicate* with the Advancement Office frequently in the coordination of solicitation efforts. Keep the Advancement team informed of any feedback you receive as you reach out to families on your list.

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Key Responsibilities of the Advancement Office:

- *Prepare you* with necessary training. A training session will be held in the fall, where you will be fully prepped for your role.
- *Create all content* – volunteers will not be asked to produce any letters or printed materials. The office will also provide scripts and email messaging to minimize the work of volunteers. Any materials that may require your electronic signature will be shared for your approval before being sent.
- *Provide all required materials*, including assigned lists, contact information, historical data, and prepared thank you cards.
- *Notify you* as gifts come in from your assigned donors. The office will continuously keep you informed of progress.
- *Produce and share the annual fund calendar*, providing volunteers with a clear understanding of the timeline through the fiscal year.
- *Always be available to support you!*